

Columbia County
Quit Line Data Summary
April 1 - June 30, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 6	N = 3,671
Percent of Statewide Calls	0.2%	100.0%
Percent of State Population in County¹	0.07%	100.0%
	County %	State %
Gender	N = 6	N = 3,165
Female	66.7%	60.2%
Male	33.3%	39.8%
Race/Ethnicity	N = 5	N = 2,585
People of Color	20.0%	12.9%
White	80.0%	87.1%
Age	N = 5	N = 2,854
Less than 18 years old	0.0%	2.1%
18 - 24 years old	0.0%	14.8%
25 - 34 years old	40.0%	23.1%
35 - 44 years old	0.0%	25.3%
45 years and older	60.0%	34.8%
Education	N = 5	N = 2,724
Did not graduate high school	20.0%	16.0%
High school graduate	60.0%	34.7%
Some college/vocational school	20.0%	36.8%
College graduate	0.0%	12.5%
Caller Type	N = 6	N = 3,278
General Information	0.0%	12.3%
Health care provider	16.7%	3.5%
Tobacco user	83.3%	84.1%
Payer Type	N = 2	N = 2,092
Insured	*	34.9%
Uninsured	*	28.9%
Medicaid	*	36.1%
Heard About	N = 5	N = 2,748
Past caller	0.0%	11.3%
Employer/worksites	0.0%	0.6%
Health care provider	20.0%	24.8%
Television	20.0%	16.6%
Outdoor advertisement (billboard/bus/wall)	0.0%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	20.0%	5.7%
Family or friend	40.0%	22.9%
Health Department	0.0%	4.1%
School	0.0%	0.6%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.